THE VALUE OF EFFECTIVE RISK COMMUNICATION

Overall, effective cardiovascular risk communications can:

- Help patients make informed decisions
- Foster patient engagement
- Increase treatment adherence and promote sustained behavior change
- Help patients watch for adverse events
- Strengthen the patient-clinician relationship and facilitate reports of medical and non-medical barriers to care
- Improve quality of care

Risk discussions are at the core of informed decision-making.

Source: adapted from BMJ, April 2012